

Announcing *Dallas Business Journal's* 13th annual Women in Business Awards



Dr. Suzanne Slonim, the founder and medical director of Fibroid Institute Dallas has been chosen by the Dallas Business Journal to be among its 2020 class of Women in Business.

“Medical doctors and practitioners are not traditionally categorized as business leaders, so Dr. Slonim's honor is a rarity in her profession. In fact, only approximately 4% of all recipients in the award's 13-year history have been physicians,” said Rob Schneider, a managing editor for the *Journal*.

A highly regarded board-certified specialist, Dr. Slonim is also an accomplished businesswoman with an entrepreneurial spirit. She founded Fibroid Institute Dallas in 2016 out of concern for the high incidence of surgeries to treat uterine fibroids. As the institute's medical director, she has since dedicated her practice to expanding access to a minimally-invasive procedure called Uterine Fibroid Embolization (UFE). Fibroid Institute Dallas is now a multi-million-dollar business that continues to grow as women become more educated about their treatment choices.

Dr. Slonim is considered a pioneer in interventional radiology. She is among only 12 percent in the highly specialized surgical field who are women. In her 25-year practice, she has performed more than 30,000 procedures, and she is widely regarded as a leading expert in UFE. She also is a sought-after speaker and author of the 2018 book, *Pain-Free Periods — Banish Menstrual Misery, Fight Fibroids, and Get Your Life Back*. Readers of *D Magazine* have repeatedly voted her a "Best Doctor in Dallas." She is consistently among the "Super Doctors" selected statewide by *Texas Monthly*. Fibroid Institute Dallas, 12400 Coit Rd, Suite 505, Dallas, TX 75251, 214-838-6440, website www.fibroidfree.com, social media @fibroidfreemd.

DIVERSITY & INCLUSION

Promoting equality in Dallas-Fort Worth business through conversation



WOMEN IN BUSINESS AWARDS

What is your company doing to address diversity and inclusion issues? What does your company need to do better?

We asked all of our Women in Business honorees these questions. Here are some highlights:



“We at the Fibroid Institute Dallas are unapologetic about taking a stand on anti-racism. We welcome and treat women of all colors, ethnicities, sexual orientations, and gender identifies. The Institute’s commitment to diversity, inclusivity, and equity provides an array of perspectives that inform us on how we run our business. We are open and vocal about our belief that Black lives matter, and we refuse to dilute our principals to build our patient base. In order to do better we will remain deliberate about educating ourselves and taking action to foster equality.”

- **SUZANNE SLONIM**, Medical Director,
Fibroid Institute Dallas

WOMEN IN BUSINESS AWARDS

HOW TO PIVOT DURING THE PANDEMIC

Some of North Texas’ top leaders adjusted their lives and their businesses during COVID-19

For Dr. Suzanne Slonim, medical director of Fibroid Institute Dallas, the elective surgery ban that happened a result of COVID-19 was disruptive and required a quick pivot. “When the doors first shut, we had no idea how long we would be closed,” she said. “We had to reassess our budget and prioritized retaining our staff despite the abrupt and complete loss of income.” Slonim said the transition to Telehealth helped a great deal and will be used even after the pandemic. “Since the patients couldn’t come to our office, we could virtually go to them for their assessment,” she said. “It turned out to be time-efficient and more convenient for our patients.”

The Fibroid Institute of Dallas treats uterine fibroids with a non-surgical technique. “A Uterine Fibroid Embolization (UFE) involves passing a tiny tube through the blood vessels and blocking off the blood supply to the fibroids. The fibroids shrink and die, relieving all the symptoms 90 percent of the time,” Slonim said. “This procedure has remarkably short recovery period, relieves debilitating symptoms, and empowers women to get their lives back.”

She said another unexpected outcome of the pandemic was the strengthening of her team. “No one was laid off. As a matter of fact, we have one employee that hadn’t been on-boarded yet, and even though we didn’t know what the future held for our business, we brought her on and haven’t regretted taking the risk for one minute. The overall camaraderie and high morale are positive outcomes from these unprecedented times.”